

Application No.: 10/688,782

### Amendments to the Claims

Please amend claims 1 and 4 as follows. This listing of the claims will replace all prior versions, and listings, of the claims in this application.

1. (currently amended) A security sensitive label, for application to a product to help deter theft, comprising:

a label body having inner and outer surfaces;  
a substrate-damaging adhesive on the inner surface; and  
the outer surface comprising:

visually detectable seller identification; and

visually detectable theft-detering indicia;

whereby theft of a product may be deterred by application of the security sensitive label to the product so that if the product is stolen, (1) removal of the label may damage the substrate to which the label is applied, or (2) leaving the label on the product will alert a subsequent purchaser to the origin of the product, so that in either case the product becomes less saleable.

2. (original) The security sensitive label according to claim 1 wherein the theft-detering indicia comprises:

a security-type nonverbal marking; and  
a security-type verbal statement.

3. (original) The security sensitive label according to claim 2 wherein the security-type nonverbal marking comprises a plurality of potentially machine-readable characters.

4. (currently amended) The security sensitive label according to claim 2 wherein the security-type verbal statement comprises ~~the phrase~~ security sensitive.

5. (original) The security sensitive label according to claim 1 wherein the label body comprises a paper label body.

6. (original) The security sensitive label according to claim 1 wherein the label body comprises a polymer film label body.

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7. (original) The security sensitive label according to claim 1 wherein the substrate-damaging adhesive comprises a paper-substrate-damaging adhesive.

8. (original) The security sensitive label according to claim 1 wherein the seller identification comprises a logo.

9. (original) The security sensitive label according to claim 1 wherein the seller identification comprises a word.

10. (original) The security sensitive label according to claim 1 wherein the seller identification comprises a logo and a word.

11. (original) The security sensitive label according to claim 1 wherein the seller identification comprises store identification.

12. (original) The security sensitive label according to claim 1 further comprising a promotional slogan.

13. (original) A security sensitive label, for application to a product to help deter theft from a store, comprising:

a label body having inner and outer surfaces;

a paper-substrate-damaging adhesive on the inner surface; and

the outer surface comprising:

store identification comprising a word and a logo; and

theft-detering indicia, the theft-detering indicia comprising:

security-type nonverbal markings; and

a security-type verbal statement;

whereby theft of a product from a store may be deterred by application of the security sensitive label to the product so that if the product is stolen from the store, (1) removal of the label will damage the paper substrate to which the label is applied, or (2) leaving the label on the product

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will alert a subsequent purchaser to the origin of the product, so that in either case the product becomes less saleable.

14. (withdrawn) A method for helping to deter theft of a product comprising:  
selecting a security sensitive label comprising:  
a label body having inner and outer surfaces;  
a substrate-damaging adhesive on the inner surface; and  
the outer surface comprising:  
seller identification; and  
theft-detering indicia;  
choosing a label location on a product, the label location comprising an adhesive-damagable substrate, the label location being a normally visually observable location when the product is displayed for sale at retail; and  
applying the label to the label location on a product;  
whereby theft of the product may be deterred because if the product is stolen, (1) removal of the label may damage the substrate to which the label is applied, or (2) leaving the label on the product will alert a subsequent purchaser to the origin of the product, so that in either case the product becomes less saleable.

15. (withdrawn) The method according to claim 14 wherein the choosing step is carried out with the adhesive-damagable substrate being a front label on a bottle.

16. (withdrawn) The method according to claim 14 wherein the choosing step is carried out with the adhesive-damagable substrate being the front of packaging for the product.

17. (withdrawn) A method for helping to deter theft of a product from a store at retail comprising:  
selecting a security sensitive label comprising:  
a label body having inner and outer surfaces;  
a paper-substrate-damaging adhesive on the inner surface; and  
the outer surface comprising:  
store identification comprising a word and a logo; and  
theft-detering indicia, the theft-detering indicia comprising:  
security-type nonverbal markings; and  
a security-type verbal statement;  
choosing a label location on a product, the label location comprising a paper substrate, the label location being a normally visually observable location when the product is displayed for sale at retail; and  
applying the label to the label location on a product;  
whereby theft of a product from a store may be deterred by application of the security sensitive label to the product so that if the product is stolen from the store, (1) removal of the label will damage the paper substrate to which the label is applied, or (2) leaving the label on the product will alert a subsequent purchaser to the origin of the product, so that in either case the product becomes less saleable.